

V/ MARKETING PLAN

V/1. Position Your Product or
Service with the 4Ps of
Marketing

1/ Product

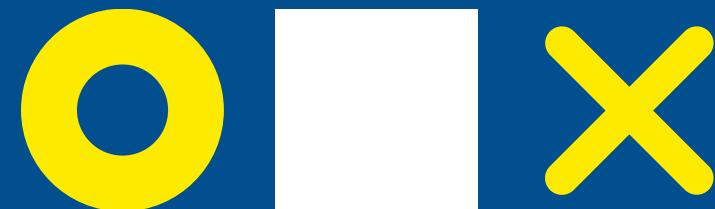
- **What are the benefits of your products and services?**
Is there a demand?
- **Who are your customers and what do they want? Think about their age, income, gender, education, marital status, and lifestyle. If you're selling to businesses, learn about the companies you're targeting.**
- **How are your products and services different from your competitors? Research their weaknesses, strengths, pricing, service, creativity and marketing.**
 - **Are research and development needed?**
 - **What about legal issues? Do you need patents, copyrights, and trademarks?**
- **Is your business seasonal? How will your business fare during the rest of the year?**

2/price

Your products and services need to be offered at prices your market will pay, while providing your desired profit.

Thinking about your products and services from the customer's point of view is called the **perceived value**.

What does your customer expect to receive at certain prices?



How will you create awareness of your products and services?

Make it your business to know what your audience is looking for, and gear your promotion accordingly

3/promotion

4/place



How will you connect your product or service with your customers?

There are many methods for reaching customers

besides retail stores and internet sites. You could sell:

- to a wholesaler who buys a large quantity from you and resells it. or through a manufacturer's representatives who charge you commissions.
 - by "consignment" when another company sells your product and the price is divided between the two of you.
 - via business partnerships, even if the other company is different than yours.



v/2.your image



name

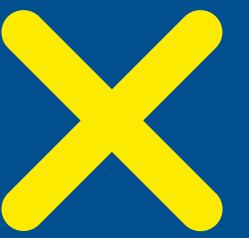
logo

Tagline

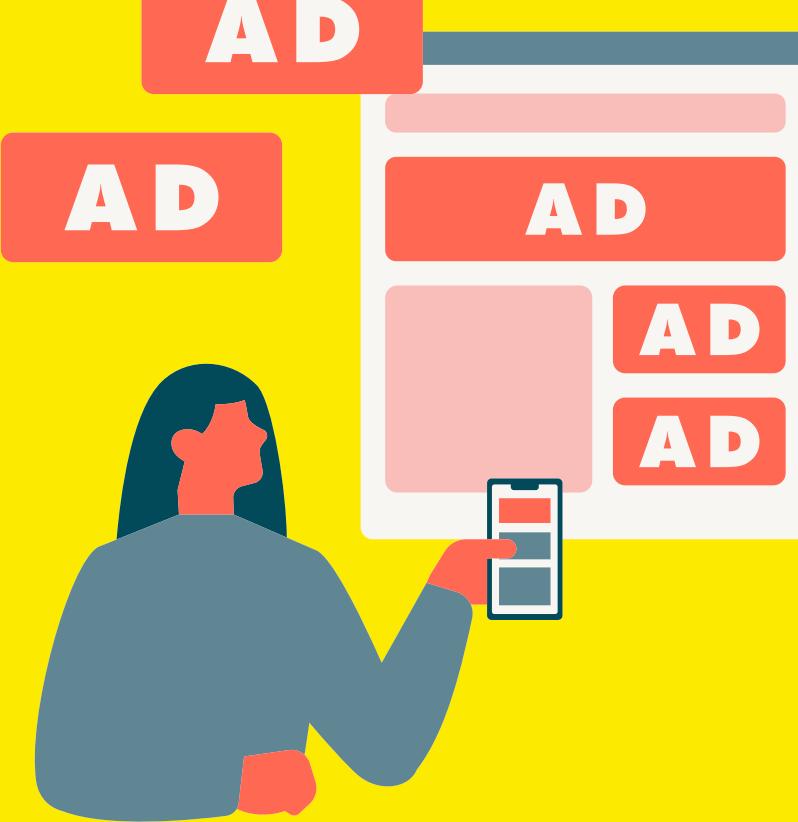
Packaging

Printed Material

V/3. R a D I T I O n a l T O O L S



Advertising



Direct Marketing



Public Relations



V/4.websites



Internet Marketing

Working with a web designer/developer and a copywriter pays off, making you look polished and professional

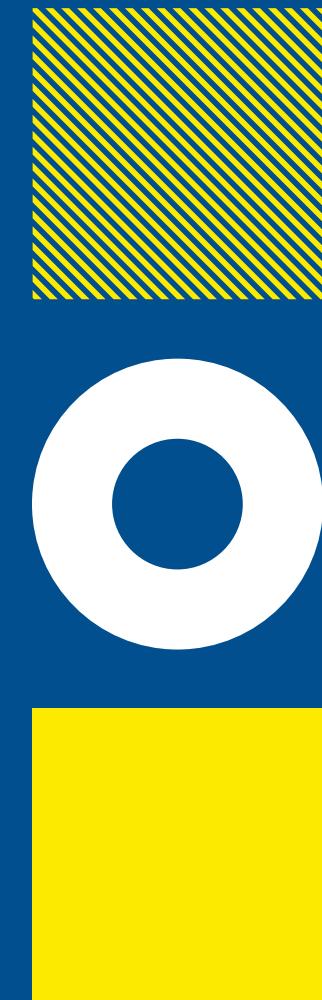


SEO Matters



Online Feedback

FEEDBACK



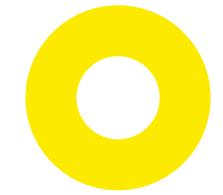
v/5. Social Media



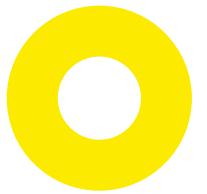
YouTube



Blasting



vlogging



Blogging



Facebook